

ABOUT CARE FACTOR

Care Factor lets your community identify what is most important to them about their local centres, main streets and malls. By quantifying the attributes that are most valued by your community and its sub-groups, you are able to plan improvement investment more effectively and measure change over time.

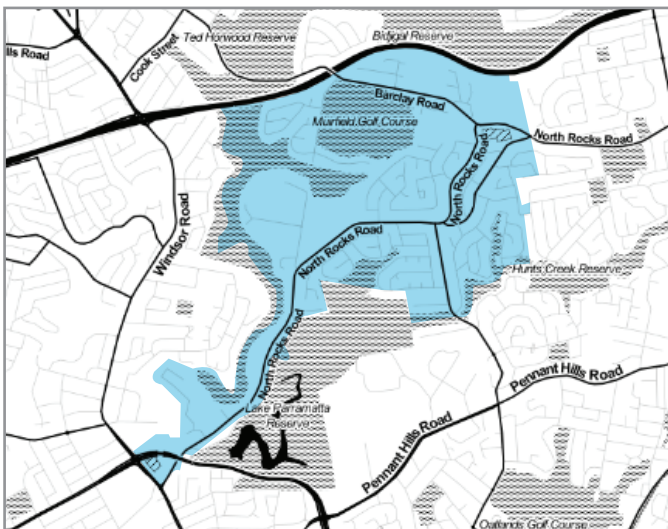
METHODOLOGY

Participants were asked to complete an online survey rating the attributes of local centres, main streets and malls in terms of their positive contribution to their personal experience of these types of places. This report captures the findings of the survey and presents how your community is aligned and where values may differ between groups.

NORTH ROCKS

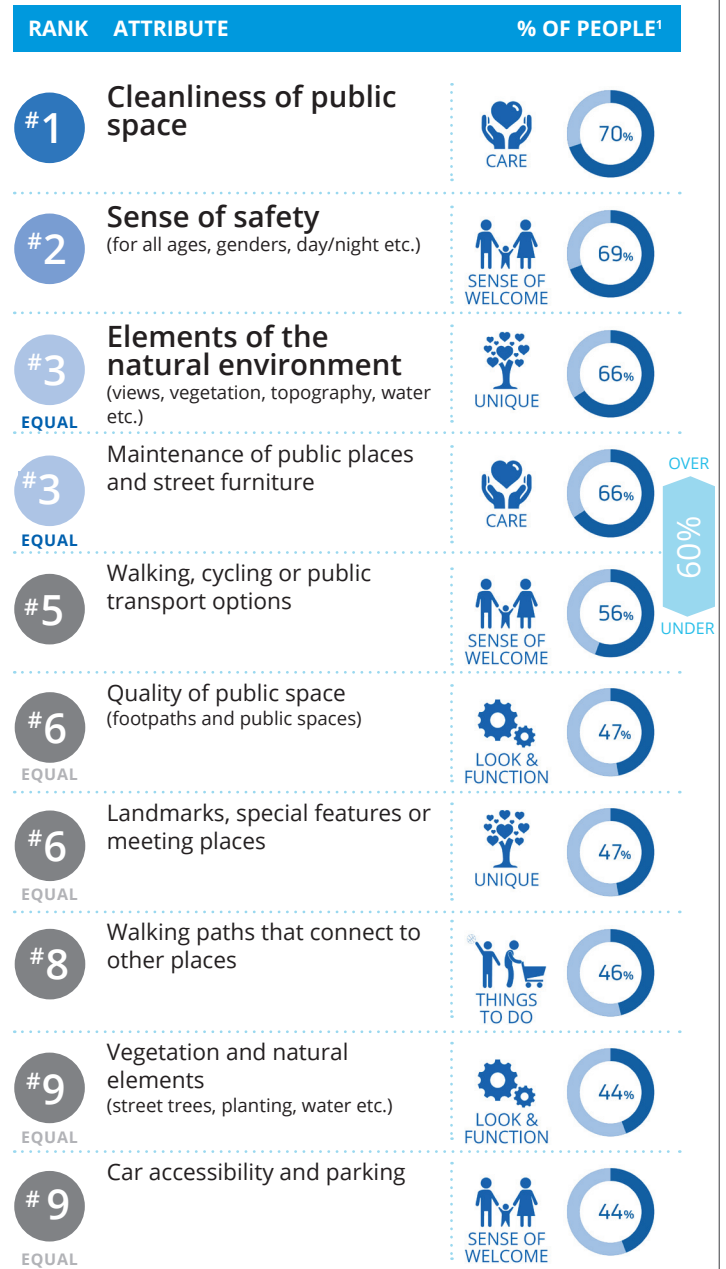
CITY OF PARRAMATTA, NSW, AUSTRALIA

North Rocks is located in the Parramatta LGA.



WHAT WE CARE ABOUT

Across the five categories of place, your community ranks these as their top ten attributes contributing to positive place experience:



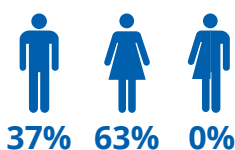
ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 81 participated with 70 completing all questions (86% completion rate).

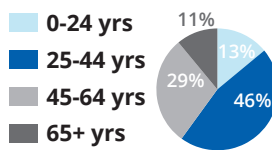
TOTAL²

n=70

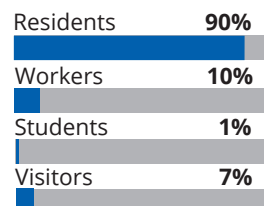
GENDER



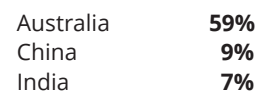
AGE



IDENTITY³



COUNTRY OF BIRTH



BY GENDER OR IDENTITY

What do women/men and residents/workers/students/visitors value most in their local centres, main streets and malls?



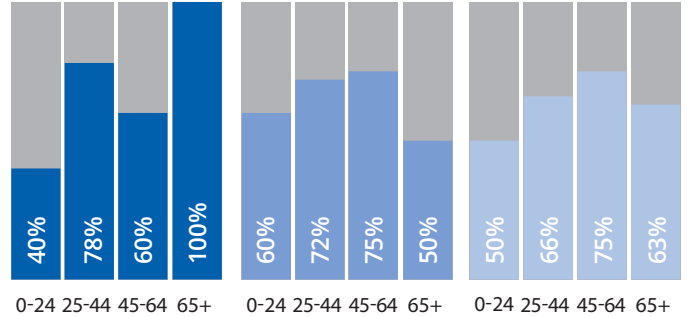
32% of women and 73% of men value the 'Quality of public space' as one of the most important attributes that make a place enjoyable to them



67% of residents and 86% of workers value 'Maintenance of public places and street furniture' as one of the most important attributes that make a place enjoyable to them

BY AGE

How do your different age groups value the top three attributes overall?



#1

CARE
Cleanliness of public space

#2

SENSE OF WELCOME
Sense of safety (for all ages, genders, day/night etc.)

#3

UNIQUENESS
Elements of the natural environment

BY BIRTH & ANCESTRY

Does your country of birth or your ancestry change what you care most about? ⁴

BIRTH

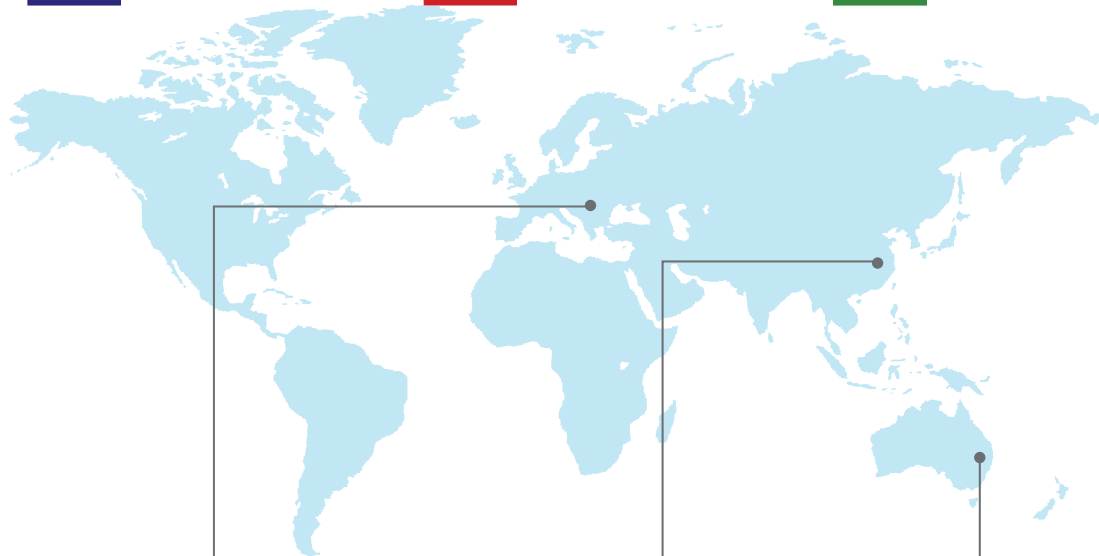
73% AUSTRALIAN BORN care most about 'Sense of safety (for all ages, genders, day/night etc.)'



100% CHINESE BORN care most about 'Spaces suitable for specific activities'



100% INDIAN BORN care most about 'Elements of the natural environment'



ANCESTRY

80% EUROPEANS care most about 'Maintenance of public places and street furniture'

78% ASIANS care most about 'Elements of the natural environment'

69% AUSTRALASIANS care most about 'Cleanliness of public space'

THE 5 DIMENSIONS OF GREAT PLACES:

Places that attract people, and that they get emotionally attached to, are also places that are more resilient, sustainable and successful.

The 5 key place dimensions that contribute to our experience, and the most valued attributes in each category are noted here:

LOOK AND FUNCTION

- 47% / Quality of public space** (footpaths and public spaces)
- 44% / Vegetation and natural elements** (street trees, planting, water etc.)
- 40% / Ease of walking around** (including crossing the street, moving between destinations)

SENSE OF WELCOME

- #2 69% / Sense of safety** (for all ages, genders, day/night etc.)
- 56% / Walking, cycling or public transport options**
- 44% / Car accessibility and parking**

THINGS TO DO

- 46% / Walking paths that connect to other places**
- 39% / Outdoor restaurant, cafe and/or bar seating**
- 36% / Spaces suitable for specific activities** (play, entertainment, exercise etc.)

UNIQUENESS

- #3 66% / Elements of the natural environment** (views, vegetation, topography, water etc.)
- 47% / Landmarks, special features or meeting places**
- 43% / Local history, heritage buildings or features**

CARE

- #1 70% / Cleanliness of public space**
- 66% / Maintenance of public places and street furniture**
- 37% / General condition of vegetation, street trees and other planting**

INTERESTING FACTS

- Respondents born in Australia value 'Maintenance of public places and street furniture' significantly higher than respondents born in China or India
- Respondents of Australasian ancestry value 'Car accessibility and parking' significantly higher than respondents of Asian and European ancestry
- Males value 'Quality of public space' significantly higher than females
- Males value 'Sense of safety' much higher than females
- Females value 'Elements of the natural environment' and 'Vegetation and natural elements' significantly higher than males
- Workers value 'Walking, cycling or public transport options' much higher than residents

WHAT WE DON'T CARE ABOUT SO MUCH

The lowest rated attributes across all 50 criteria are seen by the community to contribute least to their enjoyment of town centres, main streets and malls:

- #50 1% / Shop window dressing (visual merchandising)**
- #49 3% / Buildings and shop fronts**
- #48 4% / Diversity of price points / a range of price options**
- #47 9% / Evidence of recent private investment (new buildings, painting etc.)**
- #46 13% / Businesses that reflect the local community and values**

Notes about research data:

¹ Respondents were asked to prioritise the top three attributes that contribute to making a place enjoyable per category. Percentages indicate the proportion of the overall dataset that selected the attribute as one of their top three.

² This report only includes 100% completed surveys (compulsory questions only).

³ Respondents were permitted to select more than one 'identity' response.

⁴ In the event that an attribute has an equal top percentage, an asterisk (*) is featured and the attribute that is first in alphabetical order is listed only.

⁵ Groups of <5 respondents are not reported in the matrix due to the inconclusive size of the dataset. Groups with <10 respondents are highlighted grey to indicate a small dataset.

CARE FACTOR MATRIX

The unique feature of Care Factor is that it allows you to clearly see where your community aligns and where it conflicts regarding place experience values in local centres, main streets and malls. The following tables provide a full demographic breakdown of the top 10 Care Factor results as they compare with each group's top three attributes ⁵.

	TOTAL (n)	Cleanliness of public space	Sense of safety (for all ages, genders, day/night etc.)	Elements of the natural environment (views, vegetation, topography, water etc.)	Maintenance of public places and street furniture	Walking, cycling or public transport options	Quality of public space (footpaths and public spaces)	Landmarks, special features or meeting places	Walking paths that connect to other places	Vegetation and natural elements (street trees, planting, water etc.)	Car accessibility and parking	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#3 attribute	#5 attribute	#6 attribute	#6 attribute	#8 attribute	#9 attribute	#9 attribute	#1 attribute #2 attribute #3 attribute <10 respondents in dataset
ALL	70	#1	#2	#3	#3	#5	#6	#6	#8	#9	#9	Highest rated attributes if not in the overall top ten
Male	26	69%	73%	54%	65%	58%	73%	50%	50%	27%	50%	
Female	44	70%	66%	73%	66%	55%	32%	45%	43%	55%	41%	
Intersex, indeterminate or unspecified	0											
Age												
0-14	1											
15-24	9	44%	67%	44%	89%	89%	44%	33%	67%	44%	56%	
25-34	13	85%	69%	62%	69%	46%	54%	46%	31%	38%	31%	
35-44	19	74%	74%	68%	74%	42%	42%	63%	53%	42%	42%	
45-54	15	53%	80%	73%	67%	73%	47%	53%	47%	47%	40%	
55-64	5	80%	60%	80%	20%	40%	20%	20%	20%	100%	40%	
65-74	7	100%	43%	57%	43%	43%	71%	14%	43%	29%	71%	Ease of walking around (including crossing the street, moving between destinations)
75-84	1											
85+	0											
Country of birth (Top 3)												
Australia	41	68%	73%	61%	73%	54%	46%	54%	46%	51%	46%	
China	6	67%	67%	67%	50%	50%	50%	67%	17%	17%	17%	Spaces suitable for specific activities (play, entertainment, exercise etc.)
India	5	80%	60%	100%	60%	60%	80%	40%	40%	40%	60%	
Ancestry (Top 3)												
Australasian	26	69%	69%	46%	62%	50%	38%	50%	50%	38%	62%	
European	20	60%	65%	75%	80%	55%	60%	35%	55%	65%	30%	
Asian	9	67%	78%	78%	56%	44%	44%	78%	44%	22%	22%	
Identity												
Residents	63	70%	68%	67%	67%	56%	48%	51%	46%	41%	43%	
Workers	7	86%	57%	71%	86%	71%	0%	29%	29%	57%	0%	
Students	1											
Visitors	5	60%	60%	60%	40%	40%	60%	20%	40%	60%	80%	Street furniture (including benches, bins, lights etc.)